

Lights. Camera. Action! AICPA Challenges High School Students to Create a TV Show Starring the Accounting Profession

2012-2013 Project Innovation: Competition of Creative Excellence Launches
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NEW YORK (Oct. 15, 2012) – The [American Institute of CPAs](#) is now accepting entries for the 2012-2013 Project Innovation: [Competition of Creative Excellence](#). The competition challenges high school students to develop a hit TV show focused on the accounting profession, with a total of \$15,000 in scholarships for students and grant money for their schools going to the top three teams.

The Project Innovation competition, sponsored by AICPA’s [Start Here, Go Places](#). website, calls for teams of two to four high school students to serve as TV writers and producers. Teams will develop a proposal which provides an overview of the show, including a production budget and a script they can pitch to the network – a panel of judges appointed by the AICPA.

“Currently, there aren’t any shows on television which capture the wide range of possibilities which exist for a CPA,” said Heather L. Bunning, AICPA Sr. Manager, High School and Community College Initiatives. “Television and entertainment are top of mind for teenagers today, so we’ve challenged them to create a potential TV pilot, while offering a fun and exciting way to learn about accounting and the CPA profession.”

Entries should include the title and the central idea of the show as well as character descriptions, highlighting a clear tie-in to the accounting profession. Complete entries consist of a two-page proposal, budget and a preview script which must be submitted no later than December 21.

From there, the judges - acting as executive producers - will narrow down the entries to the top 10 teams. Those teams will receive a video camera in order to bring their script to life as a three-minute preview of their pilot.

“Building a fan base and following for their show are a must, so the competition will include an online public vote for the top ten teams, which will factor into the final decision,” added Bunning.

The last step of the competition will include a live presentation to a final round judge, who plays a key decision maker at the network. This will give teams one last chance to pitch their show, explain why it will be a smash hit, and they should be crowned the winners.

The winning teams will receive scholarships for themselves and funding for their schools, with the first place team taking home \$4,000 in scholarships and \$3,000 for their school, second place winning \$3,000 in scholarships and \$2,000 for their schools and third place netting \$2,000 in scholarships and \$1,000 for their school.